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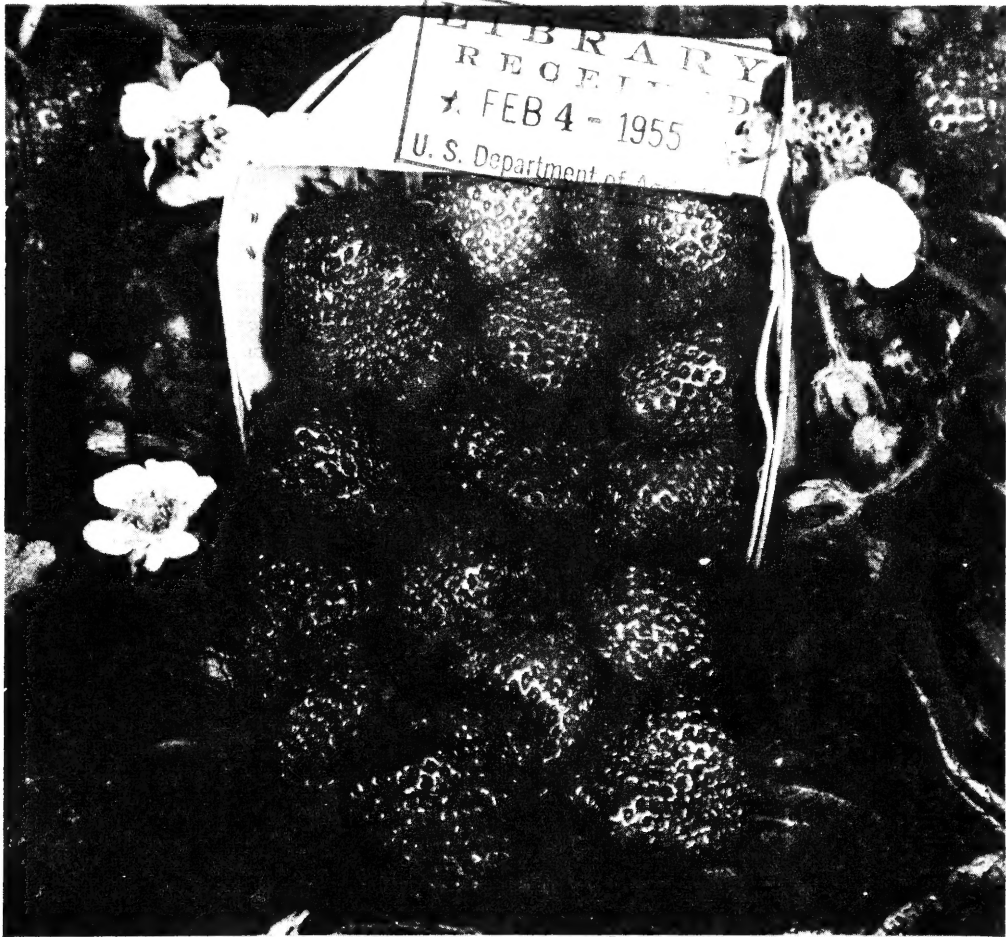
Red/Raw

BRENTWOOD BERRY GARDENS

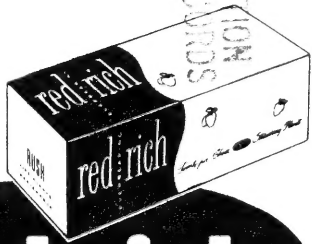
1954-55 CATALOG

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P. O. Box 49801, Los Angeles 49, California
Telephone: ARizona 9-3496



GENUINE
only in this
carton



red rich
EVERBEARING
PLANT PAT. No. 993 ®

High Yielding Strawberry Plants Lassen, Shasta, Utah Centennial

A veteran berry grower of Azusa, Calif., and one of our oldest customers (name on request), told me that our Tennessee-grown plants of University varieties of strawberries out-yielded northern California-grown plants of same varieties 2

TO MAKE THE MOST MONEY, PLANT THESE HIGH-YIELDING PLANTS!

These plants are being grown for us by S. E. MULLINS, county agent (farm advisor) and owner of Mullins Plant Farms at Chattanooga, Tennessee. We are his agent for the 11 Western States.

You will find our Tennessee-grown plants to be of very superior quality. The Azusa grower mentioned above told me that the plants he got from us were good, well-rooted plants and he didn't lose a plant. Mr. Mullins is growing his plants under overhead irrigation and using NU-GREEN in fertilizing them, this having proven so successful in producing large, well-rooted plants. He has written at various times during the growing season that the plants were still looking good.

Here are some reports from previous seasons:

A large Orange County grower wrote that after making a survey of strawberry plantings from Los Angeles to San Diego he found that Mullins sent the best plants. Another large Orange County grower told me: "I buy all my plants from you." An Oregon grower wrote: "The Mullins plants were extraordinarily well packed, the root systems well developed and growing ahead of nearby-purchased plants - better than plants from 10 other nurseries in various parts of the country."

From Mr. Mullins: "I had a letter from Mr. Stites of Texas with an order for 3 million plants. He visited us in April to inspect our plants. W. W. Magill, Extension Horticulturist of Kentucky, was here looking for plants for his growers. He was well pleased with my plants."

From L. A. Niven, owner of Shelby Plant Farm and Horticultural Editor of Progressive Farmer: "Mr. Mullins, who is now growing my strawberry plants, is the most satisfactory person that I have dealt with. I was about to discontinue completely the growing and selling of strawberry plants when I made connection with Mr. Mullins. I have found him completely reliable in every sense of the word. I'm convinced that he is the outstanding strawberry plant producer in the state."

A Chula Vista grower wrote regarding Mullins plants: "All our plants came from you and they are very good and free from disease. We have about seven acres of Klondikes and they are the finest in this territory."

LASSEN, SHASTA, DONNER STRAWBERRY PLANTS

✓ **LASSEN.** Lassen is the most popular commercial variety in Southern California at the present time, due to its tremendous yield, outyielding all other varieties tested at the testing grounds at Paramount. It bears a good sized berry which has a bright glossy red color which makes a very attractive appearance in the basket. In flavor it is the poorest of the seven named University varieties.

✓ **SHASTA.** Shasta is the variety which finds most favor among commercial growers in the northern part of the state. It is a large, round berry with an excellent flavor and one of the best of the University varieties for freezing. It is an attractive berry, but does not have the high gloss which characterizes the Lassen variety.

✓ **DONNER.** Donner is a large, rather roundish berry, and has the highest flavor of all the seven named University varieties. In a planting in Orange county Donner produced a very fine crop of good firm berries last spring. The crop was a month earlier than other varieties and brought a very high price and the grower made a "killing". They produced no fall crop.

PRICES - LASSEN and SHASTA

1000 or more, \$14 per M; 10,000 or more, \$13 per M; 100,000 or more, \$12 per M. Plus sales tax in Calif. F.O.B. Tennessee

✓ 20 TH CENTURY EVERBEARING STRAWBERRY

20th Century strawberry has been popular for a good many years in the West, and now some in the East claim it is the best everbearer they have tried. It has been grown commercially over a wide area in the West. It is productive and has a very excellent flavor.

✓ UTAH CENTENNIAL EVERBEARING STRAWBERRY

Utah Centennial is said to have been a chance seedling which appeared in a planting of 20th Century, Rockhill, Streamliner, Evermore and Lindalicious. Most reports we have received state that after growing 20th Century and Centennial side by side they could see no difference between them. But two reports we have received have rated Centennial as superior to 20th Century. A report from Oregon stated: "We have found Centennial a much nicer berry than the old 20th Century. In every respect we like Utah Centennial better than any other everbearing. Believe it to be larger throughout the season than others. Red Rich seems to be more productive but much smaller berries. The color of Centennial is red and we like the flavor, it compares to Rockhill. We are still picking (Oct. 16); we pick here till frost kills the blooms."

PRICES, 20TH CENTURY, UTAH CENTENNIAL

1000 or more, \$18 per 1000; 10,000 or more, \$17 per 1000
Plus sales tax in Calif. F.O.B. Tennessee

See Price List on Back Cover

RED RICH EVERBEARING STRAWBERRY

"It's the best everbearing to come down the pike in a long time", state the men of the Minnesota Experiment Station. It is said to be "the greatest development in strawberry culture in the past 50 years." It seems to have become the leading everbearer in the United States.

Red Rich is the result of a cross of Wayzata everbearing x Fairfax June bearing. It is a chance seedling, one in a million, that hit square, retaining the good qualities of both parents.

1. As a dessert berry it has very high quality, honey-sweet from its parent Wayzata, large and deep red all the way through like its parent Fairfax. Fruit and appearance of the plants are very similar to Fairfax.

2. Red Rich is not surpassed as a freezing berry as it is very firm and deep red clear through, like its parent Fairfax, which is at the top of the list in firmness and shipping qualities. Red Rich does not mush up when thawed, due to its firm meaty quality, and in addition is very sweet, requiring little sugar.

3. High yield. It has produced a June crop comparing favorably with June bearing varieties, followed by a heavy everbearing crop up to frost.

4. The Red Rich plant is said to be the largest of strawberry plants, the crown and root system being exceptionally large, as well as the leaves. This sturdiness makes for disease resistance and capacity for its outstanding yields.

5. Red Rich has withstood temperatures of 30 degrees below zero without benefit of snow cover, with no noticeable winter injury.

Mr. George W. Nelson wrote on Feb. 3, 1950:

I have examined hundreds of strawberry varieties since 1914 in my work as a nursery inspector in Minnesota and have grown 5 to 7 acres yearly since 1935. It is my opinion that the new Hagerstrom everbearing variety (now named Red Rich) is much superior to any everbearing variety from every standpoint.

As a dessert berry it combines the high quality of the Wayzata (honey sweetness) and the Fairfax (which are its parents) with high yield. The flesh of Red Rich is firm and red clear thru, the core is small and the berry ripens evenly under normal conditions. It has an attractive red glossy color. It is not surpassed as a freezing and processing berry in my opinion.

It stands up well and ships well. During last summer's hot weather berries which had been picked on the ripe side were still salable after three days in room temperature. When kept in a refrigerator the berries were still good after 10 days.

Then as an early season berry (June crop in Minnesota) it appears to be an excellent variety. We picked the first berries

on June 6 and the last berries of this crop on July 6. The quality was high and the berries maintained size thruout the season and tho no record was kept, it looked to me as if it yielded as much as any of our commercial varieties such as Premier and Beaver. I am planting half of my commercial acreage to Red Rich during the coming year.

Sincerely yours,

(Signed) George W. Nelson

(See other letters on pages 7 to 14 inclusive.)

RED RICH PLANTS

These plants unconditionally guaranteed. Any replacements needed free of charge for plants and postage.

12	25	50	100	250	500
\$2.95	\$5.00	\$8.50	\$15.00	\$32.50	\$55.00

Postpaid. Limit of 500 per customer

Plants shipped direct from growing fields,
some from Indiana, some from Oregon

ON KEEPING OFF BLOSSOMS

On newly set strawberry plants, blossoms should be removed as soon as they appear for at least two months or until the plants are well established, after which they may be left on and the berries allowed to develop, and you can expect to pick ripe berries till frost. Ignore any instructions you may see to keep blossoms off till July.

California customers add sales tax

PYRAMID ACCESSORIES for large Pyramid only



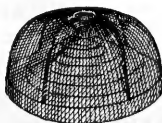
SUPPORT STRIPS

If you plan on using either plastic cover or netting, strips must be installed first as support.



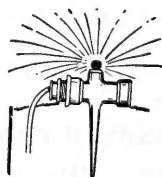
PLASTIC COVER

New type, weathers well. Acts as a cold frame or greenhouse for early planting and frost protection.



NETTING

Covers support strips and protects bed from birds. Also holds leaves in winter as cover.



COMPLETE SPRINKLER

Includes nozzle, copper tubing and hose connection at base. Runs through bed and out under bottom band to connect with garden hose.

NORTHWEST STRAWBERRY

The Northwest strawberry was developed at the Puyallup Experiment Station for trial in districts where the Marshall could no longer be grown successfully due to the presence of the virus disease known as yellows. Northwest showed marked resistance to this disease, having in its ancestry some of the most outstanding varieties for yield, quality and disease resistance.

This variety is now in its fourth year and is said to have really got into its stride this year, it being estimated that 30% of the frozen strawberry pack will be of this variety. Its success has been greater than anticipated. Its greater yield, firmness and longer harvesting have contributed to this result, the Marshall having suffered from sogginess because of early rains. Packers expect that in a few years Northwest will surpass Marshall in popularity.

Typical berries of Northwest are long conic in shape, except in the earliest pickings when many are broadly wedge-shaped. With normally vigorous plants berry size has been large to very large in early pickings, dropping off gradually to medium size at end of season. Color of berries has shown some variation, being excellent at Puyallup and Centralia, somewhat darker at Vancouver and slightly lighter at Mt. Vernon. At Puyallup the color is bright crimson with a high gloss which has distinct eye appeal. The flesh is firm, not hollow or only slightly so in the largest berries, and uniform light red throughout. The large green cap is easily removed in the field, leaving no stem, when being picked for quick freezing, a decided asset. It has typical strawberry flavor without the undesirable sourness or bitterness found in some varieties.

The ripening season is late, beginning about a week after first picking of Marshall. This characteristic may help it to escape blossom damage by frost, and will extend the marketing season. Northwest is a single crop variety, showing no tendency to the everbearing habit.

In almost all cases sliced samples have been superior to Marshall in appearance, the slices holding their shape better because of firmer texture. Frozen whole berries have been exceptionally good. Canned samples have been rated superior to the best canning varieties. Price List on Back Cover

BRITISH SOVEREIGN STRAWBERRY (Late)

Especially recommended for the home gardener who wants a late berry of wonderful flavor. The berries are large and deep red with a high sugar content. You'll enjoy luscious strawberries longer when you plant British Sovereign and you'll rave about its delightful flavor. It is claimed that this variety does well in any part of the United States.

PRICES, POSTPAID FROM INDIANA. PLANTS GUARANTEED

25	50	100	250	500	1000	California custo-
\$2.25	\$3.00	\$5.00	\$8.50	\$14.00	\$24.00	mers add sales tax.

RED RICH EVERBEARING STRAWBERRY

(PLANT PATENT No. 993)



See Color Photo on Front Cover

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READ WHAT GROWERS SAY OF RED RICH

ORCHARDS, WASH., 10/4/52: RED RICH is superior to all other varieties we have tried. SUPERFECTION grew well here, made nice plants and large berries, but we did not like the flavor - too tart. We were unable to detect any difference between 20TH CENTURY and UTAH CENTENNIAL. Both produced fine-flavored berries, but our plants never grew too well and had a stunted appearance.

As a result, we plowed under all varieties except RED RICH. We are very enthusiastic about RED RICH. We planted some in the fall, and had a very nice spring crop, followed by a fall crop beginning the first of August that was excellent. We are still picking berries from those bushes, and it looks as though the berries would last until Christmas if we had a California climate.

The plants have grown faster and better than any other variety we have ever tried, in spite of having had no cover crop nor commercial fertilizer on the ground. The berries in August were really huge, with hardly any small ones. Later in the season we had quite a few small ones, but we feel that we didn't fertilize or water them enough.

Many of our customers already prefer RED RICH to MARSHALL, the standard variety in this area, although this is the first year that we have sold the RED RICH berries. We prefer RED RICH also because of its superior flavor and better keeping qualities.

Right now we sincerely believe that RED RICH is the best strawberry on the market, bar none. It appears to be quite disease resistant, and we are very happy with RED RICH in all respects.

CARLSBAD, CALIF., 10/7/52: The RED RICH plants far exceeded our expectations in every way. We have flowers and green berries on the plants now. Thank you for past courtesies and attention. Your honest endeavor to supply us with *really* great strawberry plants was a pleasure and satisfaction seldom encountered in these money-grabbing days.

LOS ALTOS, CALIF., 9/2/52: RED RICH have done so well we are yanking out all other varieties.

BAKERSFIELD, CALIF., 11/7/52: We think RED RICH are going to be superior to the ordinary everbearing plants. First, their flavor is constantly good even in hot weather when the other berries are flat and mushy. Second, the RED RICH hangs its berries firmly, keeps better than any others we have tried, and is easy to keep in order. We are well satisfied with them.

EL MONTE, CALIF., 11/14/52: RED RICH have done wonderful, much better than I expected. We are still picking berries and there are a good many blooms. RED RICH are the finest flavored berries we have ever found.

RIVERBANK, CALIF., 11/15/52: The RED RICH had only been in the ground a few weeks when I had to be away for six weeks.... By the time I got home they were a sorry looking bunch of strawberries, but they were alive anyway. I immediately removed all berries and blossoms, loosened the soil around them, worked in some blood meal, and worked in compost and oakleaf loam around the plants covering that with excelsior. Well, those plants came to life in a hurry, and some were so far gone only a tiny bit of green was showing. I kept the blossoms picked off until the plants had grown big and husky which they did in a very short time. I arrived home May 4th and by the middle of June the plants were loaded with berries and we've been eating them ever since. Here it is the middle of November and we are still eating them and they are loaded with blossoms.

We only had 12 plants to begin with or rather there were 13 & every one lived. I had never seen such healthy plants on arrival as they were. The flavor and color are wonderful. They make the best jam I've ever made compared with strawberries raised by me or bought on the market. I had BANNER once and they were nothing but a headache to me.... I guess by this letter that you know I'm more than satisfied with my RED RICH strawberry plants.

MEDFORD, OREGON, 11/8/52: RED RICH most satisfactory, flavor and sweetness wonderful, color really rich red, size much larger than average, with many unusual flat berries. Yield has been heavy, still bearing so have not tried the frozen berries....We are thoroughly happy with them.

EUREKA, CALIF., 11/5/52: RED RICH still loaded with blossoms, green and red berries. Wonderful flavor, very sweet with good red color, medium and large berries. Very good keeping quality. The yield better than other varieties I have.

SUNNYVALE, CALIF., 11/8/52: RED RICH made an excellent showing this year. They commenced to bear in May and have borne continuously since that time. There are ripe and green berries on the plants at the present time. The berries are a deep red color clear through & of a very fine flavor with a real strawberry aroma. In color, size, flavor, yield they are superior to any other everbearing variety of which I have any knowledge.

HAYWARD, CALIF., 11/6/52: I have found RED RICH the *finest* I have ever planted. Its sweetness, color, bearing (even the silly runners are in bloom) and growing qualities away above par. I like them so well that I am getting more.

MAPLETON, OREGON, 11/11/52: RED RICH are wonderful. I also got some BRILLIANT plants, and there was absolutely no comparison. The RED RICH are really something - in every way.

SAMUELS, IDAHO, 11/7/52: We are very pleased with RED RICH. Flavor and color are excellent and with us they are very productive. In every way they are tops.

SAN BRUNO, CALIF., 11/4/52: I have grown strawberries in Montana, Washington, Oregon and California, and I have never seen such fine berries as the RED RICH variety. I started with 25 and between April and September they had multiplied to 300 plants. They are particularly good in a heavy soil such as is widespread in this area, and ripen well in this cool coastal climate. I would class them excellent in every respect. They are still bearing moderately in November.

PLAINFIELD, N. J., 11/5/52: RED RICH plants we bought from you this spring are still bearing large size berries even though we had some hard frosts....This everbearing berry cannot be recommended highly enough by me, for it is in a class of its own, in taste and size.

SANTA CRUZ, CALIF., 11/5/52: RED RICH has outdone all other varieties I have ever grown. They are tops with me.

SPOKANE, WASH., 11/15/52: RED RICH are simply "out of this world" in every respect - size, color, and flavor and the ability to withstand killing frosts with temp. as low as 25 deg. The plants, set out in April, started bearing in mid-June & lasted until the 2nd of Nov., which is extremely unusual in this section of the Northwest.

JACKSON, CALIF., 11/8/52: We can't praise the RED RICH strawberry enough. The berries are larger and with a far better flavor than any that we have had....We have had frost here for a couple of weeks and still we are picking berries.

LEBANON, OREGON, 11/4/52: RED RICH far exceeded my expectations. The flavor is delicious and their rich red color remains in jams, jelly or canning. Some of our friends say they have never tasted a berry with that "just right" flavor. It isn't too sweet nor too tart.

SALT LAKE CITY, UTAH, 12/3/52: The RED RICH berry in my small test garden this year was by far the best of six Everbearing kinds. The flavor was very good and the berry was a very good color and sweet and what a yield, from early spring and until covered with snow they had fruit and flowers at all times. They bore three times as many berries as the next best, UTAH CENTENNIAL, and the fruit was very large, almost too large. I think you have a real berry in RED-RICH.

GREENFIELD, CALIF., 11/4/52: The RED RICH have borne heavily and continuously; I have never had such success with an everbearer before.

LOS ALTOS, CALIF., 11/3/52: After a slow start, the RED RICH began bearing like crazy and kept it up after other varieties folded. Berries plentiful, large, appetizing color, excellent taste. Have taken out other varieties and replaced them with RICH REDS.

MADERA, CALIF., 11/4/52: I am more than pleased with RED RICH. The plants arrived here late but they started in and never stopped, lots of berries all summer and fall. The berries will keep in the refrigerator for two weeks and be just as fresh and crisp as if they were just picked that morning.

SAN LUIS OBISPO, 11/4/52: Our RED RICH berries have borne fruit continuously since about a month after we set them out early in 1952. The fruit is exceptionally good. The plants bear heavily and are very satisfactory.

CUCAMONGA, CALIF., 11/6/52: The 100 RED RICH proved to be very satisfactory. In this hot dry climate some varieties we have tried were failures. To date we have picked 80 boxes of excellent berries and the vines are still blooming. We consider them the best variety that we have tried.

SAN MATEO, CALIF., 11/25/52: We enjoyed the RED RICH strawberries very much. They are heavy bearing, of wondrous size and very tasty. They have increased by almost half.

PHILLIPSBURG, KANSAS, 11/24/52: Our RED RICH strawberry plants and bed were a real success. We plan to order another bed this spring. Our weather was dry but we watered them and they were fine.

VISALIA, CALIF., 11/7/52: My RED RICH strawberries grew very good. Only lost 5 plants. We have terrible alkali and think they did very good not to lose more than that. Some of the plants are big as dinner plates now and loaded with berries and blooms right now. Really do like them very much.

ARCATA, CALIF., 11/5/52: RED RICH berries are wonderful. The berry has a taste all their own. They are more delicious than any strawberry I've ever tasted. They still have berries and blooms on them now. They are better for deep freeze than any others I've tried.

REDWOOD CITY, CALIF., 11/13/52: RED RICH is the finest strawberry brought out to date. It is red clear thru, grows to enormous size, very prolific, and at the same time sends out plenty of runners for replenishing plants. For planting late we were well satisfied with results. Plants received were better by 1000% than some other plants I received at the same time. All lived.

DUARTE, CALIF., 11/13/52: Our RED RICH did wonderfully well, the best berries we ever had as to size and flavor; we are getting berries every day and expect some for a long time yet as every plant is covered with flowers and small berries.

SARDIS, B. C., CANADA, 11/12/52: We like the RED RICH strawberries very much. We still have flowers and green berries and ripe ones on yet, too.

BELLEVUE, WASH., 11/7/52: Our RED RICH strawberries are our prize possession. We put them in in the spring and they are still bearing. Not only are the berries grand but also make a nice ground cover. They were a wonderful investment.

CHINOOK, WASH., 11/13/52: Our RED RICH strawberries are ahead of any we have ever tried. This is Nov. 9 and we have large berries ready to ripen yet. They still have a sweet flavor this late in the year. They have almost the flavor of wild berries and freeze well. I'm sure anyone trying them will be pleased with them. Would recommend them to anyone.

PUYALLUP, WASH., 11/14/52: RED RICH are excellent. We cut off the first berries, but the later crop was very abundant, the berries very large, and most flavorful. Almost everyone who shared them with us remarked how GOOD they were.

HEPPNER, OREGON, 11/13/52: This is the second season I have planted RED RICH strawberries. I bought a dozen from an eastern firm - 7 of these plants lived - no replacement on those which died. I bought 25 from you this year and you replaced those which did not live. I much prefer these berries to any ever-bearing I have tried both as to flavor and firmness. I expect to eventually have all RED RICH plants.

CHELAN, WASH., 11/12/52: RED RICH are a wonderful berry, both in flavor and high yield. We think they are the finest berry we have ever raised.

PARADISE, CALIF., 11/14/52: The RED RICH berries exceeded my expectations, the flavor was beyond any berry we ever ate, also for sweetness and yield, and the size extra large. My plants all grew, and we had ripe berries Nov. 10. I will not plant any other variety in the future.

FAIRFIELD, CALIF., 11/14/42: My RED RICH, in a Pyramid Garden, did extra well, in spite of late planting. Heavy bearer, and lovely firm sweet berry, larger than the STREAMLINER.

BERKELEY, CALIF., 11/26/52: The RED RICH strawberries have done very, very well. Due to bad weather we stored them in the refrigerator for awhile, finally getting them out Mar. 22. Flavor is very good, color splendid, and they outbear anything I have ever seen. Are still full of buds, blooms, green and red berries.

SALEM, OREGON, 11/18/52: The RED RICH strawberries certainly are a "wonder". Better in every respect than any everbearing strawberry. Compared it alongside STREAMLINER and ROCKHILL. You sent wonderful plants and am very well pleased with your prompt service.

UPPER LAKE, CALIF., 11/12/52: RED RICH is a wonderful berry. The berries have a fine flavor sweet when not irrigated too much. Some berries measure two inches across, an eye-catching berry as well as plant which are more like a bush. Good keepers, will ripen in frigidaires when picked partly green. That is something I never saw other varieties do. There are blossoms, green and ripe berries on them now and it frosts every night but the plants show no sign of frost. I think they are the only strawberry to plant.

KIRKLAND, WASH., 11/8/52: The RED RICH strawberries was something I never expected. Every plant was perfect and they never know when to stop bearing, they are full of berries now. The few plants I had has been enough berries every day all season.

VISTA, CALIF., Sept. 1951: RED RICH are delicious, the best we have ever tried. We like the RED RICH so much better than the UNIVERSITY types which are grown at Oceanside, and we hope to plant more next year.

MODESTO, CALIF., 9/5/51: We also find the RED RICH strawberry very satisfying as an everbearer. The plants were planted late we thought but they commenced bearing and have borne steady all season and are still at it. They are firm texture and fine flavor. We would be in the market for plants for an acreage if we could get them reasonable enough since we see what they are like.

ESCONDIDO, CALIF., Sep. 1951: We planted our RED RICH strawberries alongside a patch of KLONDIKES; the RED RICH were twice as large and had twice as many berries as KLONDIKE.

CORNVILLE, ARIZ., 9/4/51: Your RED RICH strawberries have been extremely successful here in a very hot, dry climate, the size, flavor and yield are exceptional and their keeping quality is best of all. We have Wayzata here already but intend to replace them gradually with RED RICH. I am enclosing this with my new order for RED RICH.

ARCATA, CALIF., 9/27/51: Though our RED RICH berries were not in the ground until May, yesterday we picked enough for shortcake for 5 people, and had actually picked numerous berries before since the first of this month. Because we had not expected much more than to perhaps sample the berries this season you can see how amazed we have been to not only have the largest berries we have ever seen, but from 24 to 30 berries in all stages on all our plants, and altho the nights are damp with fog and mists, the sun only a matter of a few hours afternoons, the berries are ripening without rot or trouble, and are of excellent quality, and of giant size. We are well pleased with our investment.

AZUSA, CALIF., 9/8/51: RED RICH is simply beyond compare, is the opinion of my entire family. The size, quality, quantity and delightful aroma and the beautiful large plants are unsurpassed. As my daughter-in-law says, it tastes and smells like the strawberries pictured in catalogs should.

McFARLAND, CALIF., 9/13/51: I planted 4 kinds of strawberries this spring. The RED RICH were far the best of the bunch.

OJAI, CALIF., 9/10/51: Your RED RICH strawberry plants are the best - and I'd like to have more. They are wonderful - I counted the berries on one plant - 74 berries. So I'm doing away with my other kind and planting only yours.

DEL MAR, CALIF., 9/4/51: Our RED RICH berries have done very well indeed. We have only a small number, but they furnished us with berries for the table as well as a few for preserving. We are well pleased with them.

SARATOGA, CALIF., 9/1/51: RED RICH are the best strawberries we have ever had in every way, and we have had a good many different kinds. Reserve 200 plants for me early in 1952.

YAKIMA, WASH., 9/18/51: I am very pleased with my RED RICH strawberry plants. The berries are very large and one time I counted 80 berries on a single plant in various stages of ripeness. I had small patches of two other varieties but the RED RICH was very much superior. The berries are on long stems so do not mold or rot as the others do. The neighbors have all been amazed at the large amount of nice berries we got from such a small patch.

NAPA, CALIF., 9/6/51: We are well pleased with the RED RICH strawberries. They are large and bear good. We have 24 plants and about the same of another variety, the RED RICH have lots more and larger berries. The flavor is good, also color and firmness.

CITRUS HEIGHTS, CALIF., 9/6/51: RED RICH seem to bear steadier than the other 3 varieties I have. The flavor and color are tops. I plan to expand on RED RICH next season.

RIVERA, CALIF., 9/5/51: My RED RICH are doing very well at the present time. I agree they are the best tasting berry I have ever tasted.

TRINIDAD, WASH., 9/5/51: The RED RICH strawberry plants have done very well. We are highly pleased with size, color and flavor. The sweet, real strawberry flavor is outstanding. Have done much better than ROCKHILL planted alongside.

LITTLE RIVER, CALIF., 9/16/51: The RED RICH strawberries are doing extra well, better than the best of two others. RED RICH had more berries, good size, larger than the average, good color, nice and red all through, good sweet berries of fine flavor, firm, not soft and squashy, did not easily rot. Full of berries now.

CORVALLIS, OREGON, 9/5/51: RED RICH are the most delicious strawberries I have ever eaten. For the first season I think the yield has been very good. They are large, firm, sweet and a gorgeous color. They surpass all the other strawberry varieties.

PARADISE, CALIF., 9/5/51: I agree with the Ill. Exp. Sta. that the RED RICH is by far the best I have ever seen. In the first place the plants were much larger and stronger than any I bought locally. They arrived in perfect condition. The berries were the first to ripen and the yield was greater than any of the others. I also tried 20TH CENTURY, STREAMLINER, SUPERFECTION and ROCKHILL. RED RICH cannot be topped in sweetness, flavor, appearance, size and color.

LOS ALTOS, CALIF., 9/21/51: We have had very good results with our RED RICH strawberries. I have another variety of strawberry and compared to it, the results of the RED RICH is amazing. The RED RICH are much larger, firmer and the color is so much prettier. The flavor is much better - in fact, I froze a number of pints of the RED RICH at the beginning of the season - and they are just as perfect now as when they were picked.

SEATTLE, WASH., 9/12/51: My RED RICH strawberries are doing fine, always full of blossoms and berries in all stages of development. Most of my berries are average in size, with some extra large. To make room for them I turned over a plot of lawn, which turned out to be a gravel bed. But they produce berries galore. They are firm, watering does not seem to injure them. Color and appearance are beautiful, shiny red with yellow seeds. They make superb strawberry jam. I once tried ROCKHILL strawberry, which was a total loss. RED RICH in my opinion completely fills the need for an ever-bearing strawberry.

DOWNEY, CALIF., 9/21/51: We like our RED RICH strawberries very much. It bears well, is rich in color and flavor and plants are prolific and healthy.

YORKVILLE, CALIF., 9/22/51: The RED RICH strawberries are the best ever, and they are doing better than I ever expected.

MEDFORD, OREGON, 9/14/51: My RED RICH strawberries are wonderful. They have grown into fine plants. We kept the blossoms picked off until July, since then we have been getting big red (all the way through) very sweet and firm berries of excellent flavor (a bit like wild strawberries) - it is unbelievable the way they keep. We have them in a raised bed using ground corn cob as a mulch. Our other berries cannot be compared with them.

BERRY CREEK, CALIF., 10/1/51: Your RED RICH plants were the best I ever received. I have 20TH CENTURY, CENTENNIAL and STREAMLINER, the RED RICH are the best. Our elevation is 3500 feet and they do well here.

OLALLIE BERRY

A cross of Young x Black Logan

Far Outyields Boysenberry

In Riverside County Olallies outyielded Boysens $2\frac{1}{2}$ to 1; in Orange County they far outyielded Boysens, producing up to 15 tons per acre, with demand far greater than supply. In Santa Barbara they greatly outyielded Boysens, were 5 weeks earlier than Boysens and 3 weeks earlier than Youngs in 1953, the first picking being in the last week in April, early pickings bringing \$5 per tray, being the only berries on the market except strawberries. And the crop lasted till after Boysens were gone. In Fresno district last summer Olallies produced a wonderful crop of fine, large berries, which were taken by a pie company.

A Seattle grower wrote: "Your Olallie berry is the finest blackberry I have ever grown, and on account of its habits I thoroughly enjoy picking them."

Produce dealers and frozen fruit operators have found the demand for Olallies far in excess of the supply. Being a firm berry they hold up well in shipping and on the market, and do not bleed in freezing.

Olallie, being firmer and a better keeper than Boysen, holds its shape better in processing and the processed berry has a more definite flavor. A large cannery in Santa Ana which has tested Olallies for canning, has stated that they are ready to set up to can Olallies in glass jars with special lithograph labels as soon as they can be assured of as many as 30 tons for a run.

Olallie is resistant to verticillium wilt and sunscald, to both of which Boysen is subject, and is far more resistant to adverse soil conditions than Boysen, raspberries, strawberries, etc.

Olallies are easy to pick, the fruit spurs standing out so that the berries are easy to get at and they come off the stems easily. Thorns are fewer and smaller than most sorts.

The berries are not only well adapted to canning and freezing, but are delicious fresh, in pies, cobblers, jam, jelly and juice. The seeds are small.

We have a nice supply of superior Olallie plants being grown for us by Paul Ward, 12063 S. Willow, Fresno, in the Fowler district, and you are invited to visit and inspect his plantings. Plants will be ready in January and February.

See price list on back cover

✓ CASCAD E BERRY

Unequaled in Flavor

Description is from Oregon Station Bulletin 416, April, 1943, and other sources.

Cascade, a cross of the Zielinski selection of trailing wild blackberry and the Logan. The canes of Cascade, like those of Pacific, are somewhat more slender and are more basal branching than those of Logan. Cascade exceeds Pacific in plant vigor. It makes an especially vigorous growth the first season after planting, and yields a good crop the following year. The high yields of Cascade generally exceed those of Pacific and sometimes those of Boysen.

The fruit is glossy and dark red to almost black and is borne on medium-long laterals. The berry is long, similar to that of Logan in shape and size, but in general not quite so large as well-grown Logan. It is softer than Pacific or Logan and therefore may not be so satisfactory for the fresh fruit market. The fruiting season of Cascade begins about with that of Pacific or Logan. It is earlier than Boysen but the end of the fruiting season approximately coincides with that of Boysen.

In eastern Washington, at the Irrigation Branch Experiment Station at Prosser, Washington, Cascade outyielded all other trailing blackberries in the test.

The flavor of Cascade, finest of all berries of this type, is most evident fresh, frozen and in preserves, jam, jelly, juices and puree. We ate some fresh picked Cascade berries at Boring, Oregon, and the flavor was the most delicious we ever tasted. The grower there wrote us: "I think Cascade is the finest flavor berry of all both for jam and freezing. It has more foliage than Pacific to protect it from sunscald."

Dr. George M. Darrow, of U. S. D. A. Station at Beltsville, Maryland, said in American Fruit Grower, January, 1954: "Cascade is notable for its fine flavor and attractive appearance in frozen pack. It is the home garden variety without an equal in flavor for use fresh, as jam and frozen."

✓ NECTAR BERRY

This variety is sometimes called King Nectarberry. Some say it is the best berry of this type they have grown. It is similar to Boysenberry, some claim it is the same. Some say it is a little larger than Boysen and ripens at the same time, others say it starts ripening a few days later than Boysen and the crop lasts till after Boysens are through.

See Price List on Back Cover



September 25, 1952

Dear Sirs:

I am taking time to write you about your product, RA-PID-GRO.

I think it is the most wonderful plant food in the world.

I had sickly, scrawny plants, especially my roses, and after treating them with RA-PID-GRO, they are thick with lovely green leaves and twice as high.

Also, my tomatoes given the leaf treatment and shrubs are really lovely this year.

My, what a difference in my garden this year! I'll never be without it again.

Sincerely yours,

Mrs. Chas. Cohan
21 Edgemont Road
E. Braintree, Mass.

April 20, 1951

Dear Sirs:

In all my 50 years of raising house plants, I never had any like the ones I have in my two west windows this past winter.

The three coleus, the colors are so intense, they hurt the eyes. Lovely, lovely crab cactus, violets, begonias, philodendrons and small cacti. Every one of the 29 plants are beautiful.

I give them a soaking every Saturday with warm water and RA-PID-GRO.

Sincerely,

Mrs. Margaret Williams
74 S. Elliott Place
Brooklyn, New York

June 15, 1953

Dear Sirs:

I have a fir tree a number of years old and lower branches had all died off (for about 20 inches above ground). I have been treating that and two new sprouts, four inches long, have started about 15 inches from ground. I have never seen this happen on an old tree, so I am really thrilled, and hope more will start, as it really had become an eyesore.

Respectfully,

Mrs. M. Sandmeyer
1656 N. Spaulding Ave.
Chicago 47, Ill.

June 7, 1951

Dear Sirs:

Have had such wonderful results with your RA-PID-GRO on our seedlings and transplants that we just can't furnish our customers with enough plants.

Of course, they want to know how such root systems are developed, and as a result have not been able to keep any of your product on hand for ourselves.

Sincerely,

Robert Van Frackem
431 E. Mission Rd.
Green Bay, Wisc.

Nov. 13, 1950

Gentlemen:

Now it can be told! Last summer I bought a can of RA-PID-GRO after reading about it in POPULAR GARDENING. I confess I was somewhat skeptical. However, I obtained amazing results from its use. I first used it on mums and roses, and when I realized what it did, I started using it on most everything. On tomatoes it turned mediocre ones into thrifty-producing plants. On celery and cauliflower, it likewise did wonders. I am definitely sold on it, and plan to use it more and more next year.

Very truly yours,

Rev. Percy A. Arnold
4992 Churchill St.
Richmond, Michigan

only healthier bushes, but more beautiful blooms and more of them.
Hibiscus respond amazingly to foliage feeding with RA-PID-GRO and produce flowers in greater abundance than heretofore, and larger flowers, too.

I have among my Plomosa Palm trees, one which, after feeding it with 4-7-5 dairy manure and even chicken manure, I was about to uproot when the thought came to me to try RA-PID-GRO. So, I made holes around the tree six inches or so deep and about a foot apart, poured the solution into the holes and waited. Within two weeks new stalks appeared, protruding from the heart; and two weeks later, beautiful, graceful fronds were waving in the breeze. It is now developing into a beautiful tree.

Using RA-PID-GRO is ever so much more convenient than dry fertilizers which must be worked into the ground and then watered in. All in all, my plants are healthier and bloom more profusely than before.

Yes, I even spray my citrus trees with RA-PID-GRO, and they, too, respond to the treatment with new and healthy foliage.

Yours for better flowers,

W. T. Muehberg
1627 Holly Road
Lakeland, Florida

March 9, 1953

Dear Sirs:

I would never think of having a garden without RA-PID-GRO.

Last summer, in spite of a severe drought, we grew sweet peas over seven feet tall, loaded with bloom until frost, late in October.

Sincerely,

Mrs. Katharine Chapin
67 Rawson Avenue
Camden, Maine

Jan. 22, 1952

Dear Sirs:

Am an amateur rose hybridizer and last season after my seedlings were transplanted to the garden, I fed them regularly with RA-PID-GRO, and the results were amazing. Most of the plants reached a height of 3 feet and some produced blooms of exhibition quality when only 8 or 9 months old.

Yours very truly,

J. A. Jones
215 N. Beech Street
Little Rock, Arkansas



RAPID-GRO

FIRST and FOREMOST in liquid plant food

More growers, home gardeners and professionals, use Ra-Pid-Gro than any other liquid plant food. Why? Because Ra-Pid-Gro (the original

liquid plant food and the pioneer in foliage feeding) has been tried, tested and proved over the years, under all practical conditions, to be

an ideal plant food formula. It contains all of the known elements known to be necessary to plant life.



Clean—Odorless

Ra-Pid-Gro is clean, odorless and non-poisonous to animals or people.

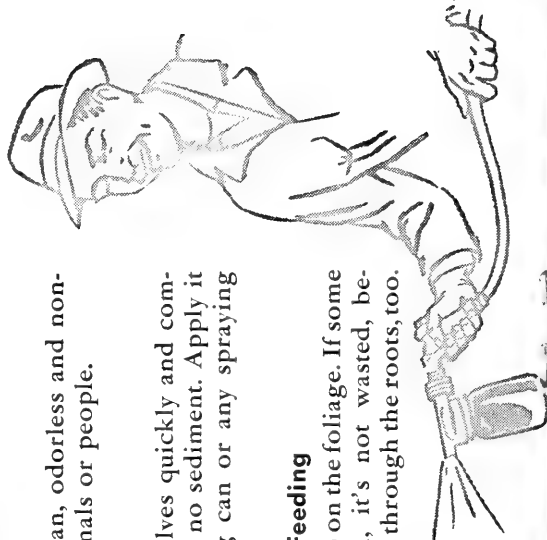
Easy to Use

Ra-Pid-Gro dissolves quickly and completely and leaves no sediment. Apply it with a sprinkling can or any spraying device.

Foliage or Root Feeding

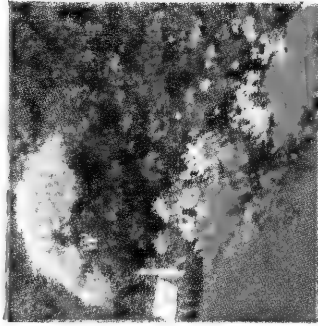
Spray Ra-Pid-Gro on the foliage. If some goes on the soil, it's not wasted, because it can be fed through the roots, too.

Buy Ra-Pid-Gro from your nurseryman or garden supply store.





Foliage feeding with Ra-Pid-Gro pays big dividends. The chrysanthemums at the left were sprayed with Ra-Pid-Gro once a week for 5 weeks. The row at the right was not fed Ra-Pid-Gro.



Everything in your garden will produce better foliage and more flowers or more fruit when fed with Ra-Pid-Gro.

Ra-Pid-Gro fed gardens produce more and larger flowers of all kinds and increased crops of fruits and vegetables.

FREE with one lb. or more of Ra-Pid-Gro, this Planting and Feeding Chart.



RA-PID-GRO

ANALYSIS: 23% NITROGEN, 21% PHOSPHORIC ACID, 17% POTASH.

(Compare the nitrogen content, the element that produces luscious green foliage, with that of any competitive product.)



A Ra-Pid-Gro fed lawn will be the envy of the town. New lawns grow faster and better when you soak the seeding with Ra-Pid-Gro.



Use Ra-Pid-Gro to eliminate transplanting loss. Use it for healthier, more luxuriant growth and bloom on all trees, shrubs, bushes and other plants.

March 25, 1953

Dear Sirs:
I purchased from you in 1950. But, last year, I foolishly tried a different growing product. And, had a garden and flowers that I was truly ashamed of. So, I am going back to old reliable, RA-PID-GRO. I had used this for several years, and everyone admired my yard and garden.

Sincerely,
Mrs. O. W. Howe
13975 Pinehurst Ave.
Detroit 4, Mich.

July 10, 1953

Dear Sirs:
This past spring, I have planted various trees and shrubs from four different nurseries, and from one, I received a 1 oz. packet of your RA-PID-GRO Miracle Plant Food.

I have used it on a yellow Maple tree which I planted 2 years ago, but it never grew to amount to anything. I was about ready to pull it out. It is now going places—has grown at least 18" since I applied your Miracle Plant Food.

Yours truly,
Chester Berg
RD 2
Birdsboro, Pa.

March 21, 1951

Gentlemen:
Speaking for myself from experience with many kinds of fertilizers, this RA-PID-GRO of yours has them all topped 100%. Last summer, I experimented with Bus beans—planted in the very early spring. I kept them fresh, green, growing, full of blossoms and beans until frost. Ate beans repeatedly all summer.

Yours truly,
D. A. Newman
3866 Oldtown Road
Bridgeport, Conn.



FOLIAGE PLANT FOOD

July 27, 1953

Gentlemen:
I started using RA-PID-GRO in 1952. My small garden has improved so much under the RA-PID-GRO treatment that I no longer use other fertilizers except for digging in peat moss and rotted manure in the fall, and my plants are stronger and have more blooms than ever before.

Very truly yours,
Wm. C. Butler
1810 Newton Ave. N.
Minneapolis 11, Minn.

November 11, 1951

Gentlemen:
Having used about 12 lbs. of RA-PID-GRO, I feel that you will be interested in the results I have obtained with it.

For the past five years, I had been using a commercial fertilizer—4-7-5—and got what I deemed were good results. However, shortly after using RA-PID-GRO, the results amazed me. Never did I have such a bed of healthy zinnias and free from the unsightly spotted foliage so common on them. Spraying the foliage with RA-PID-GRO has accomplished wonders.

For years, I prided myself on the beautiful roses in my garden. Since feeding them with RA-PID-GRO—base and foliage—I have not

October 27, 1949

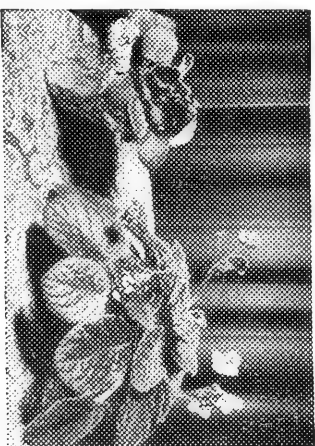
Sirs:
Please send me ten pounds of RA-PID-GRO. I have used it for two years with excellent results. Have many years at gardening in most times and have tried every brand of fertilizers that could be had. Have found RA-PID-GRO the best.

Yours truly,
D. A. Newman
3866 Old Town Road
Bridgeport, Conn.

Sept. 8, 1952

Gentlemen:
I am a great believer in RA-PID-GRO and it has really done wonders with my rose bushes. The foliage on these bushes is definitely the best I have ever had or seen.

Sincerely,
F. A. Hazard
1001-05 Marion Bldg.
Augusta, Georgia



MANUFACTURED BY:

RA-PID-GRO CORPORATION

Dansville, N.Y.

Printed in U.S.A.

This popular berry is very large and has a sprightly and delicious flavor. In color it is very dark red, almost black when fully ripe, being identical in color with the Youngberry, but larger in size. It yields over a period of six weeks or more. It is highly prized for juice, jam, jelly, canning and quick freezing..It ripens about two weeks later than the Youngberry.

YOUNGBERRY

The Youngberry was the result of a cross of the Austin Mayes dewberry x Phenomenal berry which is a Luther Burbank creation similar to the Loganberry. Youngberry is similar in color to the Boysenberry but is not so large, is a little firmer and a couple of weeks earlier. It will make more juice than the Boysenberry and it has a delightful flavor all its own. In yield it is not equal to the Boysen.

THORNLESS BOYSENBERRY

A large commercial berry grower in Oregon told us that the Thornless Boysen outyields the thorny kind in spite of the berries being smaller, as well as being easier and much less expensive to pick and to handle the vines. And a Tennessee grower told us that the Thornless Boysen outyielded the thorny Boysen by 20% and related similar reports from other points in the South.

This variety is a sport from the regular Boysen. It ripens about two weeks earlier than the regular Boysen, about with the Youngberry.

THORNLESS LOGANBERRY

The Thornless Logan has practically supplanted the thorny Logan. A large commercial grower in Oregon told us that the Thornless Logan outyields the thorny Logan besides its being much less expensive to pick the berries as well as to train the vines.

The Loganberry is a large, long berry of an attractive deep red color. It originated in California and has been successfully grown on this coast for many years. It is a tart berry which is highly prized for juice, pies, jam and jelly. Its flavor is delightful and different from any other.

SPARKLE RED RASPBERRY

This new raspberry has been growing on the place of Walker Ferguson in Escondido, California, for two or three years, its parentage being unknown. It is outstanding in flavor and in bright, light red color and holds its color on standing whereas some raspberries turn dark on standing. We have had them in the refrigerator for eight days after bringing them up from Escondido and they were still firm and in perfect condition and had not turned dark. We saw some fresh picked Sunrise raspberries at a grower's place in Covina the day we brought the Sparkle berries up and the Sunrise berries were turning soft and dark. Sparkle berries have been quick frozen and were still in perfect condition after a year.

Growing alongside Bonanza the Sparkle berries were larger and had four times the yield and brought more in the market. At the store they told Mr. Ferguson that the berries were sold before he brought them in and that they were the only good raspberries they ever get.

At Escondido Sparkle has produced a spring and a fall crop with some crop through the summer, whereas Bonanza had only one cane with any fall berries. We saw a cane on a Sparkle bush planted last January which had over 500 berries on it in June.

From 24 Sparkle plants Mr. Ferguson picked over 500 baskets last year. The canes are vigorous and long and make an abundance of fruit spurs, with small spines, and the berries are easy to pick.

PRICES OF PLANTS

5, \$3.50; 10, \$6; 25, \$12; 50, \$22.50 - postpaid

SUPPLY LIMITED - ORDER EARLY

FOG-PROOF STRAWBERRY TERRACE DEvised FOR INTENSIVE CULTURE

"Grow a Lot in that Tiny Spot"

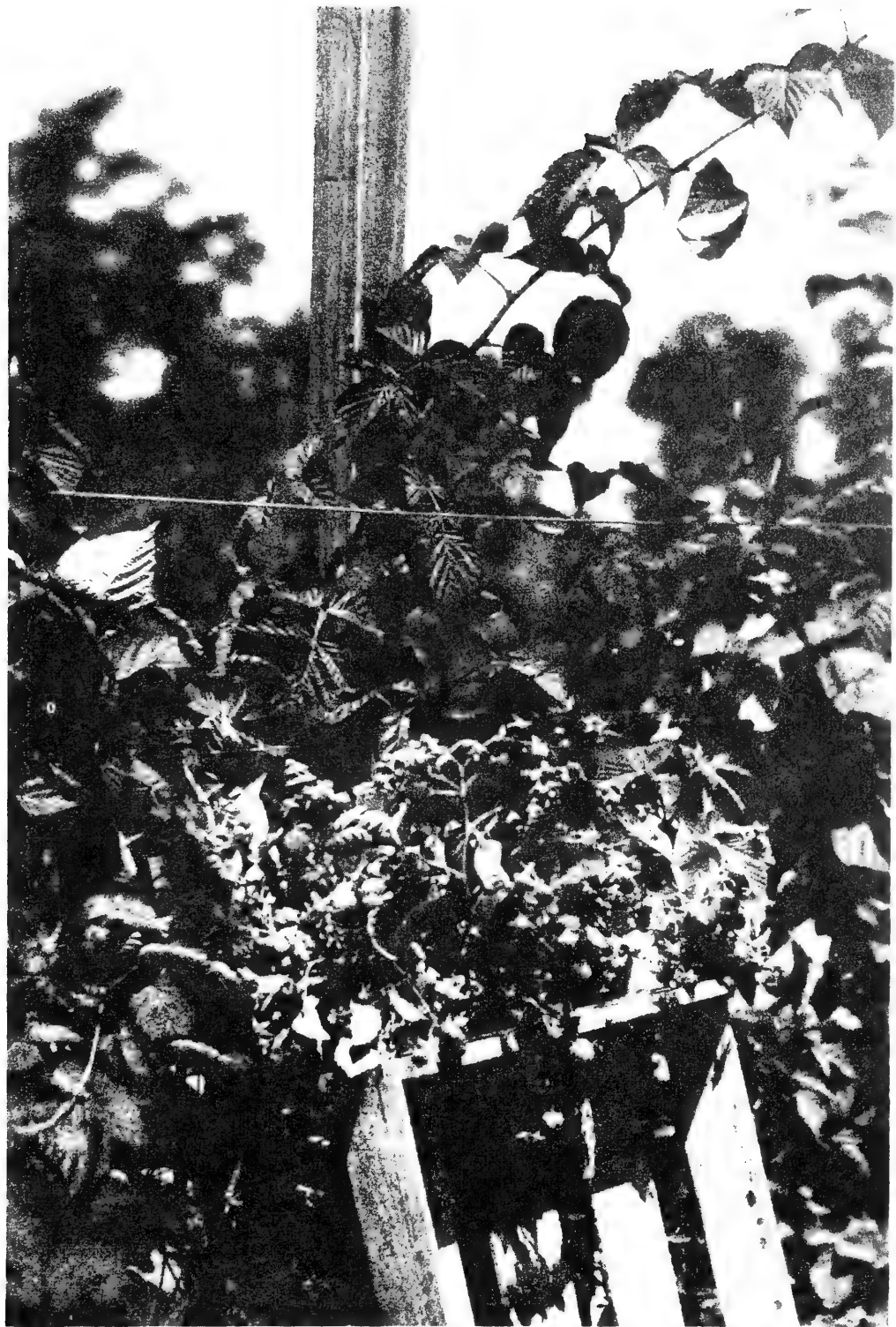
UBYLDIT of scrap random or used lumber.

Eight plants that produce all summer, where one grew before. May be used for other plants. With sub-irrigation devise.

Sketch-plan, directions, cultural instructions, non-toxic formula you can make to prevent rot or mildew of berries. Copyright.

Price, \$1.00, postpaid

Plus sales tax in California



SPARKLE RASPBERRY

with spray of over 500 berries

Plant set in January, 1953

Photo taken June, 1953

↓ CANBY RED RASPBERRY

This new raspberry was developed at the Oregon Experiment Station, a seedling of the cross Viking x Lloyd George, and has just been named and released. The berries are large, only slightly smaller than Willamette, have good color and flavor, keep well as a fresh market berry and are very satisfactory in the frozen pack. At present no other red raspberry grown in Oregon has this combination of characteristics. When plants are well grown yields have equaled those of standard varieties.

Canby berries appear to be especially well adapted for local markets and long distance shipment. In this respect they seem definitely superior to those varieties now grown in Oregon. Their bright, medium-light red color gives them an attractive appearance superior to that of Willamette berries. Canby berries also have been found to be among the best in retaining color, firmness and texture after holding at room temperature for several hours and in cool storage for three days. They are superior to berries of the Washington variety which are much too soft for local markets and long distance shipment. Canby berries are also much larger than Washington or Cuthbert.

The typical raspberry flavor is not quite so strong as in Washington or Cuthbert, and because the flavor is not quite so intense, Canby is more pleasing to many people than Washington or Cuthbert. The flavor of Canby, however, is more characteristic than that of Willamette and the berry is less acid, a characteristic which makes its dessert quality definitely superior to that of Willamette.

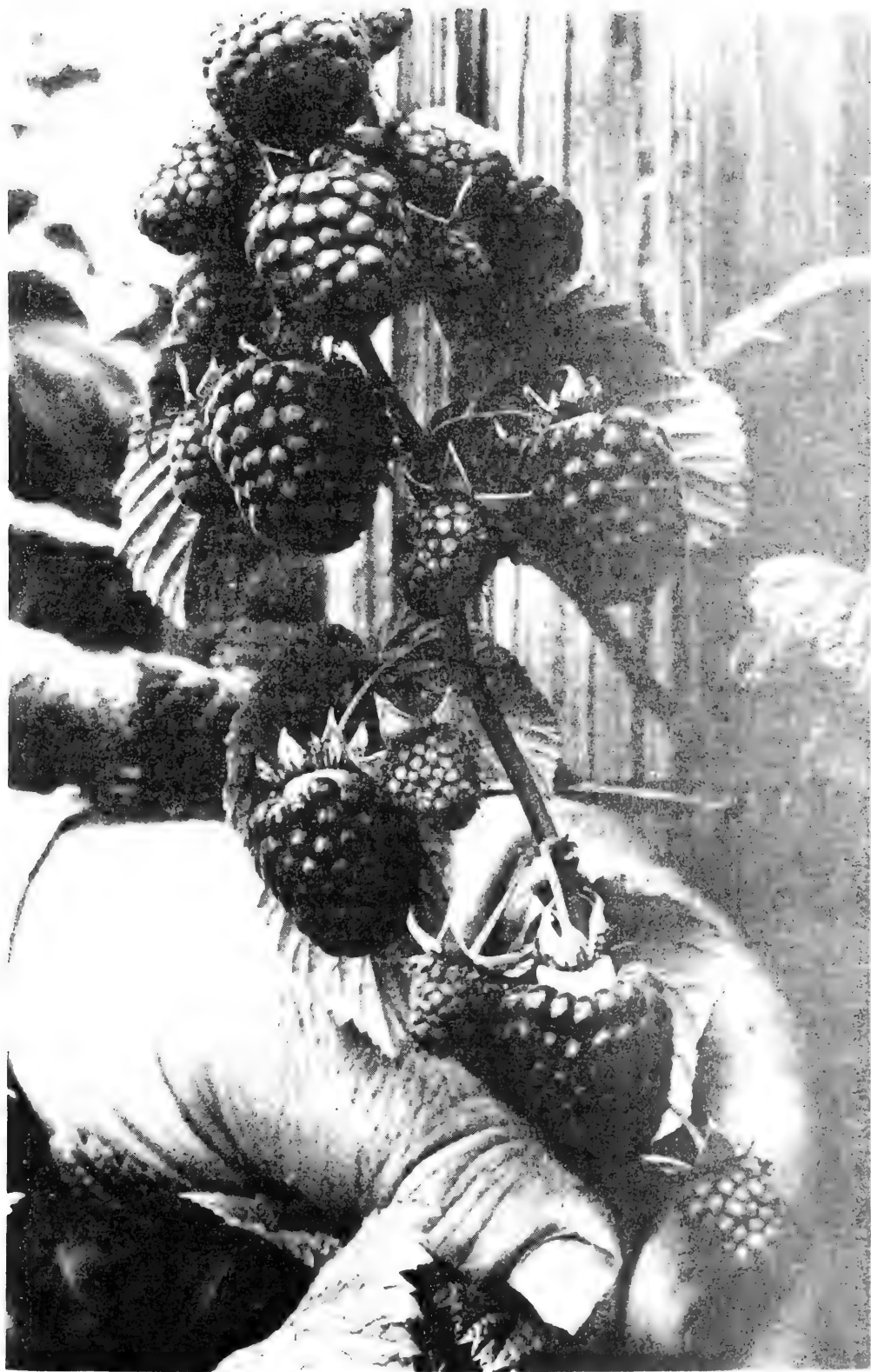
The canes of Canby are completely free of thorns, greatly increasing the ease of picking the berries and handling the canes, as well as making these chores less expensive. The canes are large in diameter, most good canes range from $\frac{1}{2}$ to $\frac{5}{8}$ inch in diameter. The large stocky canes produce flower and fruit buds closer together along the canes than do Cuthbert canes. Medium long, strong fruiting clusters are produced. They are not so long and have fewer berries per cluster than those of Washington. It is considered a mid-season variety.

Trial plantings in western Oregon and Washington have shown its suitability for this area. Under several different soil conditions, however, *tests indicate a definite preference for soils that are deep, open textured and well drained*, as well as fertile. These are the soil conditions under which all raspberries succeed best.

Canby is definitely more sensitive to unfavorable soil conditions than most other varieties, being similar to Washington in this respect. Because of this, no planting should be made on soil that is heavy and has a tight clay subsoil or on any soil that is poorly drained.

PRICES OF PLANTS: 5, \$2; 19, \$3.50; 25, \$6; postpaid
50, \$7.50; 100, \$12.50; 1000, \$75; express collect

California customers add sales tax



CANBY RASPBERRIES

↘ WILLAMETTE RED RASPBERRY

Willamette is a very large berry, dark red, delicious flavor, very productive and easy to pick. It is very meaty and juicy and it appeals to the buying public on sight because of its large size. Growers like it because of its large size, high yield and ease of picking which reduces picking costs, the fruiting spurs standing out, holding the berries out where they are easy to reach in picking, having a decided advantage over Washington in this respect. Plantings we saw in Oregon and Ventura were doing wonderfully well, larger, easier to pick and more productive than Washington. Willamette is very popular with commercial growers in the Watsonville area.

↘ WASHINGTON RED RASPBERRY

Washington was developed at the Western Washington Experiment Station. The berries are slightly larger than Cuthbert and have an unusually delicious flavor, being sweet and delicately flavored and lacking the slight bitterness sometimes noticed in Cuthbert. It resembles Cuthbert in appearance but is a shade lighter red and a little earlier. The harvest lasts several days after the Cuthbert harvest has ended, and the yield is very good. Unlike Cuthbert, it is unusually hardy and not subject to winter kill. Washington has been used extensively for quick freezing.

↘ MUNGER BLACK RASPBERRY

The Munger blackcap is considered better adapted to Southern California conditions than most others. It has been the main commercial blackcap here for some years. The berries are large and juicier than most blackcaps in our dry climate. While blackcaps don't yield as heavy as red raspberries they bring more on the market.

↘ CUMBERLAND BLACK RASPBERRY

The Cumberland has been called the finest blackcap on the market. A bulletin of the State College of Agriculture said: "Cumberland is considered the best black raspberry for the Southwest. It has sold well on markets in Southern California. The plant is vigorous and productive but normally yields about 25% less than red varieties. The fruit is large, roundish conical, firm and of good quality. The season is late and long."

Enjoy

3 DIFFERENT FRUITS
3 DIFFERENT MONTHS
from
3 TREES GROWING AS 1

TREE-O[®]

FRUIT TREES

(3 Trees in 1 Hole)



Grown on S-37[®] ROOTSTOCK

Trees are planted 18 inches apart . . . mature as one. S-37 Rootstock protects the sturdy young trees from soil nematodes that hamper fruit production.

A fruit orchard in a corner of your back yard! 3 of America's finest full-size flowering and fruit-producing trees to give you peaches and nectarines all summer long . . . on only 2 sq. ft. of ground.

Easy to plant . . . easy to grow. And easy on your summer food budget! Enjoy fresh fruit from your own yard next year.

ONLY
\$765
for the TREE-O

Trade Mark Reg. U. S. Pat. Off.



NOW-FRUIT ALL SUMMER LONG FROM A 2-FOOT PLOT!

Stribling's Tree-O lets you enjoy bright blossoms in spring and fruit all summer long.

• Gold Dust[®] Peaches..IN JUNE

PLANT PATENT NO. 1144

The best in peach flavor and beauty at the start of the season. Firm, crisp freestone—crimson blushed and delicious!

• Early Elberta Peaches..IN JULY

Large, sweet, very rich. Golden yellow freestone. Midsummer favorites.

• Freedom Nectarines..IN AUGUST

PLANT PATENT NO. 1161

A newly developed freestone that is very large, firm and juicy. Ideal for canning, freezing or table use.

PLANT NOW! Within two years you'll pick fruit throughout the summer.
Be first with a family orchard!

ONLY **\$765**

Boxed for shipping
Postpaid to 4th zone from Merced. for the TREE-O[®]

SEND ORDERS TO

**BRENTWOOD
BERRY GARDENS**

Easy planting directions, etc., included with each TREE-O.

W. A. LEE, Owner-Manager
P. O. Box 49801, Phone ARizona 9-3496
LOS ANGELES 49, CALIFORNIA

Here's a new slant on

getting big yields from

EVERBEARING

STRAWBERRIES

from Popular Gardening

July - 1951

By **WESLEY P. JUDKINS**

Virginia Polytechnic Institute

Biggest news about everbearing strawberries is that they must not be grown like the single crop June varieties but according to a brand new method which allows them to produce large crops of big, clean berries over a long period of time and so fulfill the promise of their name.

Since no fruit is better liked, the new system (originated by Karl Michener of Burton City, Ohio, and tested and developed by the author) will undoubtedly be hailed by all home gardeners who want a large crop of late summer and fall fruit. But, the system must be followed faithfully.

In the past, growers tried to raise everbearing strawberries in matted rows the same as June bearing sorts. Karl Michener realized that everbearers cannot stand the competition of the matted rows and must have a cool, moist soil during the hot midsummer days when fruit is ripening.

From this conclusion the new plan was developed. It calls for a different method of spacing plants, removal of runners and a sawdust mulch.

For best results, everbearing strawberries should be established in fertile, well-drained soil. Weed control will be facilitated and damage from white grubs reduced if land that's been under cultivation for at least two years is used.

Plants should be set out as early in the spring as the soil can be prepared. (On the west coast fall and winter as well as spring planting is practiced.)

Formerly growers usually planted strawberries according to a system in which one row is set out and runner plants trained from it to make two additional rows, one on either side.

The new system differs from this in several essential points, is a great improvement and is recommended for both home and commercial growers. This 4-row bed system calls for plants set one foot apart, in rows one foot apart. Four such rows are planted with a two foot alley between each four rows to provide a path along which to work.

In this system runners are not used at all but are removed as soon as they appear, giving the plants a chance to produce earlier and larger crops of big berries.

When the first weeds appear, two or three weeks from planting, they are removed with a hoe. As soon as this is done, the entire area is covered with a layer of sawdust mulch one-inch thick.

After the mulch is applied, if weeds should come up, they must be pulled and not hoed out because hoeing would mix the sawdust in with the soil and destroy its effectiveness as a mulch.

Either hard- or soft-wood sawdust may be used. A temporary nitrogen deficiency may develop but this can be remedied by the use of a nitrogen fertilizer. Nitrogen deficiency will not be a problem unless the sawdust is mixed with the soil. And, sawdust does not make the soil acid as many persist in believing.

About 2 cubic yards of fresh or weathered sawdust are needed to mulch a 15 by 40 foot patch. If sawdust is not available, peat-moss, ground corn cobs, fine shavings or chopped straw may be substituted. For purposes of winter protection, a full inch of mulch should be maintained.

SUPERthrive*

50-in-1

ORIGINAL VITAMINS-HORMONES SOLUTION



We are offering SUPERthrive to our customers, to help you get better results with your plantings. It can be used by soaking bare roots before planting in easily made solution, or by watering in after planting.

By using SUPERthrive to treat your plants when setting out you will eliminate your losses or cut them to a minimum. Later applications can be made more easily by use of an applicator on end of hose. Applicators can also be used for applying liquid fertilizer. (SUPERthrive is not a fertilizer, but helps plants to make better use of fertility already in soil and of fertilizers later applied.)

SUPERthrive starts all fruit, flowering and ornamental plants and trees vegetating uniformly soon after planting; starts new white roots on bare root stock and produces growth above ground. Earlier and heavier bearing is constantly reported from the use of SUPERthrive.

SUPERthrive now has flowering hormones; helps bulbs and other flowering plants vegetate best and greatly improves their root growth and blooming.

SUPERthrive prices, shipping charges prepaid: 1 oz. (makes 5 to 500 gallons), 69¢; 2 oz., \$1; 4 oz., \$1.39; 1 pt., \$4.75; 1 qt., \$8.50; ½ gal., \$15.50; 1 gal., \$26.25. Sales tax in Calif., 3%; in L. A., 3½%.

FEEDING PLANTS THROUGH LEAVES

By DR. G. ELLINGTON JORGENSEN

Plant Pathologist and Biochemist

From "POPULAR GARDENING," June, 1952

To find out how much truth and how much fiction there was in certain provocative statements I had seen here and there about foliage feeding of plants, in the spring of 1950 I undertook to experiment with this novel method of providing plants with nourishment. By the autumn of that year I knew everything good claimed for feeding plants through their leaves to be true.

Since I started in 1950, I have applied nutrients directly to the leaves of roses, dwarf apple trees, tomatoes, string beans, gladiolus, raspberries, strawberries and some shrubs. I used Ra-Pid-Gro, a soluble compound that looks like green salt. It has a 23-21-17 analysis and is said to contain hormones, vitamins and trace elements besides. Its principal source of nitrogen is urea (carbonyl diamid).

I am one who insists on quality in tomatoes. Of all those available up to the present time, I consider the hybrids the most superior. But inasmuch as we did not return from our winter place in Hollywood, California, until the first of April and hybrid tomato seedlings were not available, I had to start my own plants from seeds unfavorably late. On April 2 I moistened seeds in a standard solution of one teaspoonful of the 23-21-17 plant food to one quart water, planted them in vermiculite and kept them indoors. By the fourth day the seeds had sprouted. Throughout their hothouse period, the little plants growing in vermiculite were fed only through their leaves.

On May 21, when the seedlings had leafed out and were from 8 to 9 inches high, I dipped their roots in the solution (mixed as above) and transplanted them outdoors. They suffered no shock, did not droop, and continued to grow with no set back. From transplanting to harvest, I fed them with a spray mist of $\frac{3}{4}$ of a teaspoon of the plant food to one quart water.

The contrast between foliage-fed plants and those started and transplanted at the same time but given only ordinary root fertilizer was remarkable. The untreated plants did not grow higher than 26 inches while, by July 25, the foliage-fed plants were 5 to 6 feet high and loaded with ripening fruit. Their luxuriant foliage was a healthy dark green and the plants were free from blight. Yield of treated plants as against that of the same number of untreated plants was 83% greater in 1950 and 94% greater in 1951.

Best of all, though blight destroyed nearly all tomatoes in my section of the country during the early wet cold weeks of summer, I had very little trouble with it. My foliage fed plants were healthy and productive until mid-October when I cleaned them out because we had become weary of Tomatoes.

Raspberries

Of the six different types of raspberries I grow, I chose to test Latham and Indian Summer. For purposes of comparison, some plants were given the usual root fertilizer we have used for years while others were foliage fed with $\frac{3}{4}$ of a teaspoon of plant food to one quart water every two weeks from the time leaves sprouted to the first killing frost. The foliage fed canes of Latham became 7 to 9 feet long and produced approximately 110% more fruit than the untreated canes. Indian Summer canes also grew longer when foliage fed and produced 98% more fruit than untreated canes. To say the yield of the foliage fed raspberries was immense would be putting it mildly. Moreover, the treated canes went into their period of winter dormancy with a rugged sturdiness not previously observed.

Strawberries

I used runner plants of the Robinson strawberry and gave their roots a thorough soaking in a solution of the plant food before planting them. Thereafter, the plants in one group were fed through their leaves and those in the other group were fed with the usual root fertilizer - small scatterings of bonemeal and sheep manure.

Plants set out June 31 rooted at once and survived the summer. But a sharp difference was noted between the groups. The untreated plants were small and late in developing; the foliage fed plants were extremely luxuriant, had well-developed crowns and healthy dark green leaves.

Shrub Tests

In a border where I try out various shrubs, I planted tamarix, budleia, forsythia and weigela which arrived on June 10—much too late for safety! I was quite aware that it was dangerously late but I wished to experiment and took the chance. When I unpacked the shrubs I saw a discouraging sight. Their roots were dry and they looked dead. I, nevertheless, soaked their roots in a solution of the plant food, set them out and watered them with an abundance of the solution after they were in the ground.

All grew except the tamarix! Not only was life revived in the shrubs by the root starter solution but, as time passed, and bi-weekly foliage feeding was begun, they showed an amazing vitality and succeeded in extending their growth by 3 feet of new wood. They, furthermore, went into their dormant period with excellent vigor.

In General

As I look back over the wet, dismally cold summer 1951, I find myself very much awed. Such words as "fantastic" and "unbelievable" do not seem unsuitable when used to describe what occurred to my test garden.

The reaction of a gentleman from Oregon, where conditions are ideal for growing things, is significant. He drove several hundred miles to see my foliage fed Latham raspberries. Looking at them, he exclaimed, "Those aren't raspberry canes, they're small trees." Then, tipping his head back to gaze at the towering tips of the canes, he murmured, "Is this true or am I seeing things?" He continued to stare as he backed away a few steps and whispered, as if to himself, "I guess this foliage feeding is as real and as fantastic as the atom bomb."

It is natural to become enthusiastic when one has achieved something extraordinary. My garden is a hobby and an escape from a heavy writing schedule. When I turn up something unusual in it, I can, if I am not careful, whip up a loud and lively enthusiasm. On the other hand, I am a seasoned research man in the fields of pathology and bio-chemistry. Such work, as will be granted, does not encourage one to go off half-cocked, as it were.

Insofar as I am concerned, I will use no other method of feeding plants in my garden from now on. The effect of nutrients applied to the leaves of plants appears to be like a shot in the arm. Plants reach almost immediately, start to go places and reach their destinations quickly.

If you take heed to my words and try foliar feeding, you are going to be delightfully surprised. But, do please step back away from your plants to avoid the swish and rush as they spread out and reach for the sky.

* * * * *

In tests at the Riverside Experiment Station, foliar feeding was found to be more than 3 times as affective as root feeding, and trees very deficient in nitrogen put on a greatly increased crop as a result of foliar feeding.

RA-PID-GRO

"THE MIRACLE PLANT FOOD"

"Ra-Pid-Gro is a *complete* plant food containing nitrogen (23%), phosphoric acid (21%), and potash (17%), plus all essential minor elements, Vitamin B₁ and B₂ and hormones." *It feeds anything that grows.*

Easy to use, dissolves instantly in water. Safe, odorless, and you cannot overfeed with it.

FOLIAGE FEEDING

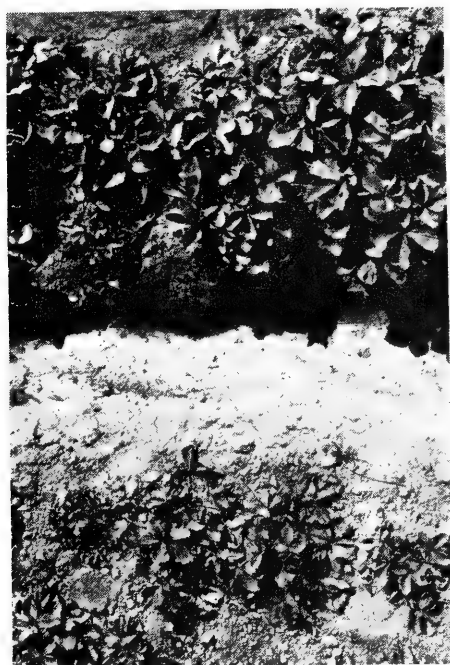
Ra-Pid-Gro has revolutionized foliage feeding. Now authorities admit that, sprayed on foliage, it is instantly absorbed into the sap stream and travels throughout the plant, even to the tiny extreme roots.

PRICES, PREPAID:

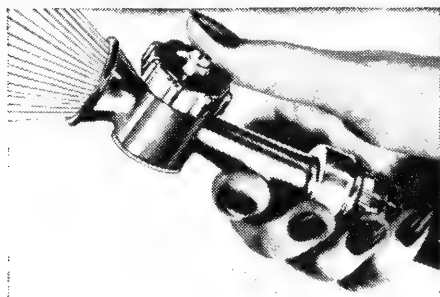
1 lb...\$1.25	5 lb...\$4.50	25 lb. drum..\$21.00
2 lb... 2.35	10 lb... 8.75	50 lb. drum.. 42.00

CBP soil fumigant for strawberries

A test applied to a 7-acre planting of strawberries where 45 gallons of CBP were applied per acre in a split application has given outstanding results. Verticillium wilt was practically eliminated and the plants have grown with great vigor. At the end of two seasons, Verticillium is still practically absent from this planting.



Berries show little Verticillium injury after CBP-55 use, above; untreated, below.



Powerful Jet To Softest Rain

A perfectly wonderful hose nozzle to add to any gardener's pleasure. Elkey Valve Hose Nozzle is light and strong and rust-resistant. From seedling dew-drops to jet power. Will reach roof of a two-story house. Positive shutoff. \$1.50 postpaid. No COD's, please. Guaranteed

In California add sales tax

At left is an excerpt from an article in Western Fruit Grower, October, 1954, issue, titled, CBP as a Pre-Planting Soil Fumigant for Strawberries, by L. B. Glover, Shell Chemical Corporation.

Verticillium is such an enemy of the strawberry grower that anything which will control it is of great value to strawberry growers.

It is suggested that you contact your Shell Chemical dealer or agent.

STRAWBERRIES and CANEBERRIES

STRAWBERRIES

Strawberries need sun and, if possible, should have several hours of it every day. They won't do well in full shade.

The common practice is to plant on raised beds, two rows to the bed, although some plant one row. Distance from center to center of beds varies, usually 36 to 40 inches. The bed should be 18 to 20 inches wide on top, and the plants set on top of the beds, which are formed in making the furrows between the beds. The common practice nowadays is to set plants in the fall and keep the runners off, this plan saving a year in getting a crop, as fall set plants will start bearing the following spring. With this method plants are usually set 8 or 9 or more inches apart. This method takes from 16,000 to 25,000 plants per acre. The plants are irrigated in the furrows between the beds.

If you are not too familiar with strawberry growing, it is suggested that you consult with a grower in your area, as practices vary with different areas, as to methods of planting, distances between beds or rows and between plants, and general cultural practices.

For special planting and cultural directions for everbearing strawberries, see article on page 28 of catalog.

TRAILING CANE BERRIES

These include Olallie, Boysen, Cascade, Young, Nectar, Logan, etc. Recommended distance in the row is 5 feet, between the rows is 5 to 10 feet, depending on whether you cultivate with horse or garden tractor, or with riding tractor.

The vines are trained on wires, some growers use one wire, some two, for Logans. Other varieties are usually trained on three wires, and in some areas three may be desirable for Logans. The top wire should be $4\frac{1}{2}$ to 5 or 6 feet high. The end posts should be about 6" x 8" redwood, or if smaller should be braced to take the pull of the wires. Supporting posts are placed at intervals between end posts and are 2" x 2" redwood.

RED RASPBERRIES

Red raspberries are usually planted 3 feet in the row, 6 feet between the rows. A special trellis is used, with two wires on 15 inch cross arms, 4 or 5 feet above ground, with a second set of wires on cross arms of same length about midway to the ground. The canes are trained up between the wires. Varieties which do not grow so tall can have the top wires lower.

A RED RICH report from Hanford, Calif.: "To my opinion RED RICH is far superior to any I ever planted. We have raised a good many berries in Nebraska and had at one time between 17 and 18 acres. Our main crop was from a cross of Brandywine and Sample. We also had Senator Dunlap and Marshall, but none could compare with your RED RICH."

The Aluminum PYRAMID Circular Terraced Garden

(Trade Mark) Patent Pending

SEE PHOTO ON OPPOSITE PAGE

For strawberries, vegetables, flowers, etc.

Everbearing strawberries will be nearer everbearing.

Makes gardening easier - adds beauty to landscape.

Three times as many berries can be grown in this 6 foot diameter PYRAMID GARDEN as can be grown in the conventional way.

Plants and berries are within easy reach. Easy to care for, easy to water and fertilize, pick fruit, etc.

Full directions for erecting included with each Garden.

NOW AVAILABLE IN TWO SIZES:

1. 25 plant Pyramid - For strawberries, vegetables, flowers, perennials and small roses. 3 Terraces and Collar. Heavy gauge aluminum. 4½ feet diameter. Holds 25 RED RICH plants.
2. 50 plant Pyramid - This is the established large size Pyramid, with 4 Terraces and Collar. 6 feet diameter. Heavy gauge aluminum. Holds 50 RED RICH plants.

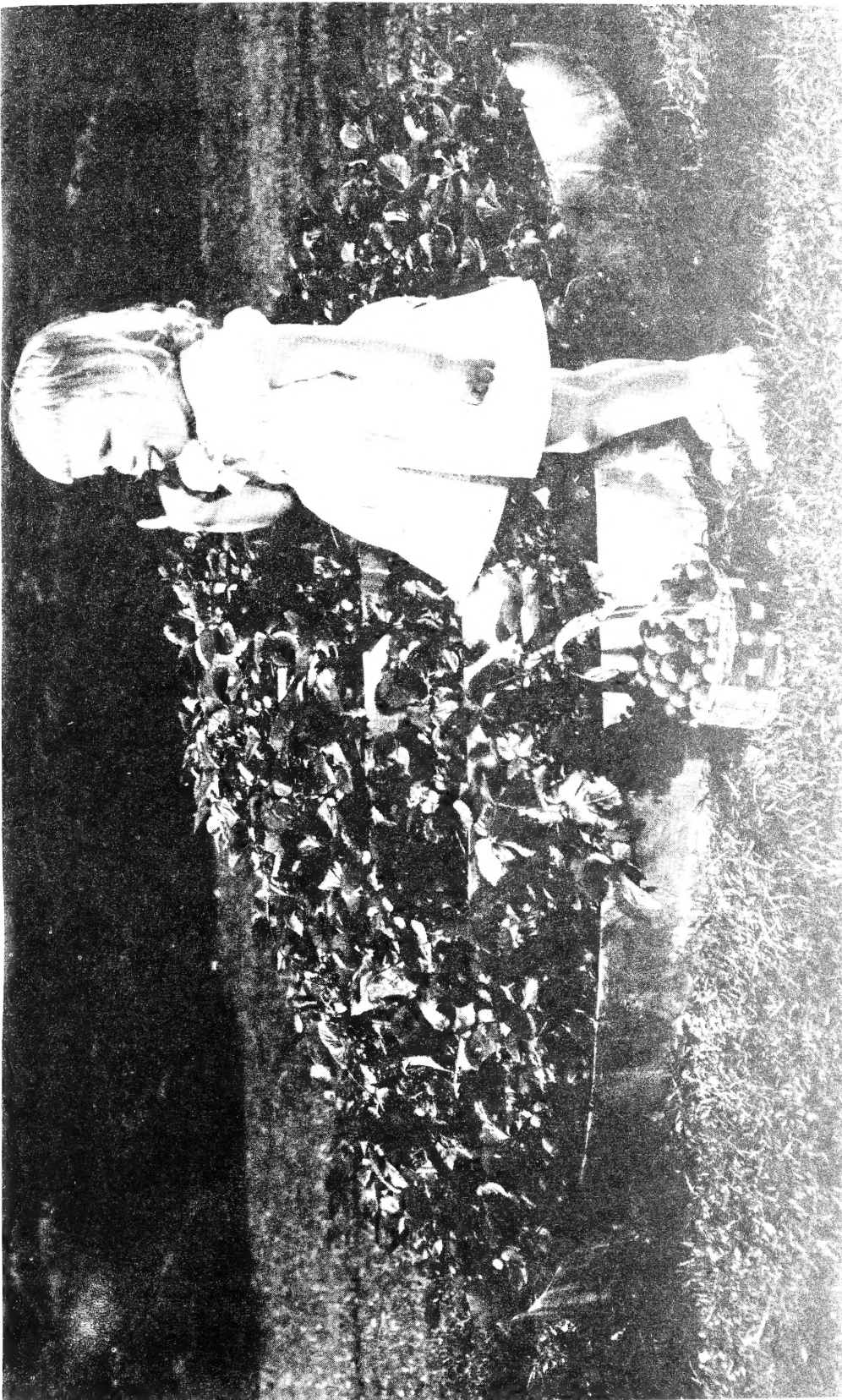
Description of Accessories: Support Strips - for supporting Net and Cover. Net - for protecting bed from birds - holds leaves in winter. Requires strips to support it. Cover - makes a greenhouse for early planting and frost protection. Requires Strips. Sprinkler - includes all connections and copper tubing. Connects with garden hose at base of Garden. Instructions for installing included. Sprinkler should be installed with the Garden, if it is to be used, as it is difficult to install it after Pyramid is set up.

PRICES OF PYRAMIDS AND ACCESSORIES, POSTPAID:

25 PLANT PYRAMID.....	\$7.95
50 PLANT PYRAMID.....	9.95
6 SUPPORT STRIPS (50 Plant Pyramid Only).....	3.95
PLASTIC COVER (50 Plant Pyramid Only).....	6.95
NET (50 Plant Pyramid Only).....	6.95
SPRINKLER (Complete).....	5.25

California Customers Add Sales Tax

See illustrations of Pyramid Garden with Supporting Strips, and of Sprinkler, on page 5.



The Aluminum PYRAMID Circular Terraced Garden
(Trade Mark) Patent Pending
FULL OF RED RICH STRAWBERRIES

PRICE LIST OF PLANTS, 1954-1955

TERMS: Net cash with order, plus sales tax in California

FOLLOWING PLANTS SHIPPED FROM TENNESSEE

	Postage Prepaid		Express Collect	
	50	100	500	1000
✓ STRAWBERRIES				
✓ Blakemore.....	\$ 2.50	\$ 4.00	\$ 6.50	\$ 8.00
✓ Klondike.....	2.50	4.00	6.50	8.00
✓ Missionary.....	2.50	4.00	6.50	8.00
✓ Florida 90.....	2.50	4.00	6.50	8.00
✓ Lassen.....	3.00	4.50	8.00	10.00
✓ Shasta.....	3.00	4.50	8.00	10.00
✓ 20th Century.....	3.50	5.00	9.00	12.00
✓ Utah Centennial.....	3.50	5.00	9.00	12.00

FOLLOWING PLANTS SHIPPED FROM OREGON

✓ Shasta.....	3.50	5.00	9.00	12.00	20.00
✓ Lassen.....	3.50	5.00	9.00	11.50	19.00
✓ Campbell.....	3.50	5.00	9.00	11.50	19.00
✓ Donner.....	3.50	5.00	10.00	13.50	22.50
✓ Banner.....	3.50	5.00	9.00	12.00	20.00
✓ Marshall.....	3.50	5.00	9.00	12.00	20.00
✓ Northwest.....	3.50	5.00	9.00	12.00	20.00
✓ Gem.....	3.75	5.00	9.50	12.50	21.00
✓ Streamliner.....	3.75	5.00	9.50	12.50	21.00

	Postpaid		By Express Collect	
	10	50	100	500
✓ RASPBERRIES				
✓ Canby.....	2.50	5.00	9.00	32.50
✓ Willamette.....	2.50	5.00	9.00	30.00
✓ Washington.....	2.50	5.00	9.00	32.50
✓ Cuthbert.....	2.50	5.00	9.00	32.50
✓ Latham.....	2.50	5.00	9.00	32.50
✓ St. Regis.....	2.50	5.00	9.00	32.50
✓ Lloyd George.....	2.50	5.00	9.00	32.50
✓ Indian Summer.....	2.50	5.00	9.00	32.50
✓ Morrison Blavkcap...	3.00	6.00	10.00	37.50
✓ Munger " "	3.00	6.00	10.00	37.50
✓ Cumberland " "	3.00	6.00	10.00	37.50
✓ Olallie Berry.....	4.00	12.00	17.50	80.00
✓ Boysen Berry.....	3.00	6.00	10.00	40.00
✓ Nectar Berry.....	3.00	6.00	10.00	42.50
✓ Young Berry.....	3.00	6.00	10.00	42.50
✓ Cascade Berry.....	4.00	9.00	14.00	60.00
✓ Boysen Thornless.....	3.00	7.50	12.00	47.50
✓ Logan Berry " "	4.00	8.50	15.00	55.00

California customers add 3% sales tax; in L. A., 4%

Nevada orders should include 50¢ for inspection

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

OFFERINGS SUBJECT TO PRIOR SALE

Plants guaranteed to arrive in good condition during dormant period

BRENTWOOD BERRY GARDENS

W. A. LEE, Owner-Manager

Telephone ARizona 9-3496

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